

Message Text

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ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 CIAE-00 EB-08 INR-10 LAB-04
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AMEMBASSY THE HAGUE
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INFO AMEMBASSY LUXEMBOURG

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E.O. 11652: N/A

TAGS: BEXP, FR, NL, BE, LU

SUBJECT: IMC, PARIS FY 1980 PROMOTION EVENT SCHEDULE

REF: (A) STATE 128282; (B) PARIS 20173

FOR: USIMC/COHEN/PARIS; COMAFF/GRANT/PARIS

1. FOLLOWING IS UPDATED FY 1980 PROMOTION EVENT SCHEDULE
FOR USIMC, PARIS. IT INCORPORATES SEVERAL COMMENTS RE-
CEIVED FROM POSTS IN RESPONSE TO REF (A). UPDATE OF FY-80
EVENTS OTHER THAN USIMC PLANNED FOR FRANCE/BENELUX TO
FOLLOW.

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2A. IMC OFFSITE, EQUIP'HOTEL, PARIS-HOTEL, RESTAURANT
AND CATERING EQUIPMENT - OCTOBER 14-22, 1979.

B. IMC OFFSITE, SECURITY '79, UTRECHT - INDUSTRIAL AND
COMMERCIAL SECURITY EQUIPMENT - OCTOBER 15-19, 1979.

C. IMC OFFSITE, MECANALEM, PARIS - FLUID POWER COMPONENTS,

COMPONENTS FOR MACHINES AND EQUIPMENT CONSTRUCTION;
INDUSTRIAL ASSEMBLY EQUIPMENT - DECEMBER 3-9, 1979.

D. IMC OFFSITE, MESUCORA, PARIS - PROCESS CONTROL INSTRUMENTATION - DECEMBER 10-15, 1979.

E. IMC ONSITE, PARIS - AUTOMOTIVE REPAIR AND MAINTENANCE EQUIPMENT AND SUPPLIES - FEBRUARY 26-28, 1980.

F. IMC OFFSITE, GRAPHITEC, PARIS - PRINTING AND GRAPHIC ARTS EQUIPMENT - APRIL, 1980.

G. IMC OFFSITE, COMPEC EUROPE'80, BRUSSELS - MINICOMPUTERS AND RELATED EQUIPMENT - MAY 6-8, 1980. IN REF (A) OIM PROPOSED A TANDEM EXHIBITION WITH PRINTEMPS INFORMATIQUE. PARIS PROVIDED IMC COULD MAKE SUITABLE ARRANGEMENTS WITH P. JEGU, INCLUDING MOVING PRINTEMPS TO APRIL 28-MAY 1, 1980 OR IMMEDIATELY AFTER COMPEC.

H. IMC OFFSITE, MACHINE OUTIL, PARIS - METALWORKING AND FINISHING EQUIPMENT - MAY 1980; NOW TENTATIVE (SEE PARA 3 BELOW). ALTERNATE PROPOSED, SUBJECT TO CONFLICT CLEARANCE IN OIM, IS IMC OFFSITE AT PETROTECH, AMSTERDAM -- CHEMICAL AND PETROCHEMICAL PROCESSING EQUIPMENT - MAY, 1980.

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I. IMC ONSITE, PARIS - SOLAR ENERGY AND ALTERNATE ENERGY SOURCES - SEPTEMBER 23-26, 1980.

3. IMC OFFSITE, MACHINE OUTIL, PARIS - NOW TENTATIVE SINCE IT CONFLICTS WITH TWO OTHER EXHIBITIONS IN EUROPE WHICH HAVE BEEN PROPOSED FOR IMC OFFSITE PROGRAMS - GOTEORG, SWEDEN IN MARCH, 1980 (COLOGNE IMC) AND ZAGREB, YUGOSLAVIA, BI-AM, JUNE, 1980 (MILAN IMC). A FINAL DECISION WHICH SHOULD BE MADE BY MID-SEPTEMBER WILL HINGE IN PART ON THE ASSESSMENT BY THE NATIONAL MACHINE TOOL BUILDERS ASSOCIATION (NMTBA) WHOSE SUPPORT HAS PROVED INVALUABLE IN ACHIEVING SUCCESS IN THE PAST. SHOULD MACHINE-OUTIL HAVE TO BE DROPPED, THE HAGUE HAS STRONGLY RECOMMENDED AN IMC OFFSITE PARTICIPATION IN PETROTECH'80 IN VIEW OF THE HIGHLY SUCCESSFUL U.S. PARTICIPATION IN PETROTECH'78 BY IMC, COLOGNE. THIS IS SUBJECT TO CONFLICT CLEARANCE.

4. ABOVE SCHEDULE, ASSUMING A TANDEM ARRANGEMENT CANNOT BE WORKED OUT WITH JEGU AND SUBSTITUTION OF PETROTECH IN PLACE OF MACHINE OUTIL, AMOUNTS STILL TO SEVEN OFFSITE AND TWO ON-SITE EVENTS FOR IMC, PARIS IN FY-80 WITH

REVISED DISTRIBUTION AS FOLLOWS - FRANCE 6 EVENTS,
HOLLAND 2, BELGIUM 1. IT SHOULD BE NOTED THAT REVISED
PLANNING GUIDELINES CALL FOR A MINIMUM OF 45 BOOTHS FOR
EACH OFF-SITE IMC EVENT AND NEGOTIATIONS FOR SUITABLE
SPACE SHOULD CAREFULLY TAKE THIS INTO ACCOUNT. FOR ON

SITE EVENTS A TARGET OF 25 PARTICIPANTS WILL BE SET.

5. ALTERNATE THEMES - IMC PARIS AND POSTS ARE REQUESTED
TO REVIEW LIST OF ALTERNATES FOR FY-80 CONTAINED IN IMC,
PARIS FIVE-YEAR PLAN, IN LIGHT OF REVISED PLANS OF FAIR
AUTHORITIES, AND RECOMMEND THREE ALTERNATE EVENTS IN
PRIORITY ORDER. POSTS RECOMMENDATIONS SHOULD BEAR IN
MIND THAT OIM IS PERFECTLY WILLING TO CONSIDER OFFSITE
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SOLO IMC EVENTS. IN CONSIDERING POSSIBLE THEMES FOR OFF-
SITE SOLO IT MAY BE ADVISABLE TO BEAR IN MIND THAT MINI-
MUM TARGET FOR SUCH EVENT IS 40 BOOTHS WHICH IS QUITE
SIZEABLE, THEREFORE THEME AND TIMING SHOULD NOT CONFLICT
WITH A SHOW IN HOST COUNTRY OR EVEN PERHAPS WITH A MAJOR
WESTERN EUROPEAN SHOW. ALSO, AN OFFSITE SOLO WOULD PRO-
BABLY HAVE BETTER CHANCE OF SUCCESS IF BUILT AROUND A
HIGHLEVEL SYMPOSIUM, WHETHER ORGANIZED BY HOST COUNTRY OR
BY SUITABLE USG AGENCY.

6. ACTION REQUESTED - POSTS ARE ASKED TO FORWARD ANY
FURTHER COMMENTS ON REVISED FY-80 IMC, PARIS SCHEDULE AND
LIST OF ALTERNATES INCLUDING POSSIBLE OFFSITE SOLO THEMES
AND DATES, BY SEPTEMBER 8. CHRISTOPHER

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